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PATENT
ATTORNEY DOCKET: 47004.000180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/988,291 Confirmation No.: 8456
Applicant : Michael ROTHMAN et al.
Filed : November 19, 2001
Title : SYSTEM AND METHOD FOR GATHERING AND
STANDARDIZING CUSTOMER PURCHASE INFORMATION
FOR TARGET MARKETING
TC/Art Unit : 3624
Examiner: : Geoffrey Akers

Docket No. : 47004.000180
Customer No. : **21967**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**RESUBMISSION OF PREVIOUSLY FILED
SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

On August 19, 2004, Applicant filed a Supplemental Information Disclosure Statement in the above application in which the Application Serial Number was incorrect, i.e., 09/998,291. The correct Application Serial Number should be: 09/988,291. A copy of the original submission with the corrections highlighted in yellow is enclosed including a date-stamped postcard indicating the original Supplemental IDS of August 19, 2004.

In order to ensure that the PTO enters the three references into the record and considers such, Applicants hereby resubmits the original submission.

It is believed that no fee is required for consideration of this resubmission. However, in the event that a fee is deemed necessary to enter this Resubmission of Supplemental IDS or to

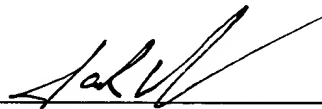
maintain the instant application pending, the Commissioner is authorized to charge such fee to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: August 31, 2004

By:


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UTILITY ☒

DESIGN ☐

Application Serial No.: 09/998,291
Inventor: Michael ROTHMAN et al.
Filing Date: 11-19-01
Atty/Sec.: OAF/sdw

Client/Matter: 47004.000180
Client: FUSA

Date: August 19, 2004

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING CUSTOMER
PURCHASE INFORMATION FOR TARGET MARKETING

The following has been received in the U.S. Patent and Trademark Office
on the date stamped hereon:

1. Supplemental IDS
2. Form PTO/SB/08A
3. 3 References



DOCKETED

8/20/04



PATENT
ATTORNEY DOCKET: 47004.000180

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/98,291 Confirmation No.: 8456
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FOR TARGET MARKETING
TC/Art Unit : 3624
Examiner: : Geoffrey Akers

Docket No. : 47004.000180
Customer No. : 21967

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, applicants are submitting herewith copies of the references listed on the attached Form PTO-SB/08A (modified) for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

Consideration of the foregoing plus the prompt return of a copy of the enclosed Form SB/08A with the Examiner's initials in the left column in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Supplemental Information Disclosure Statement is believed to be submitted prior to issuance of a first Office Action. Therefore, it is respectfully submitted that no fee is required for consideration of this information. However, in the event any fee is deemed necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.

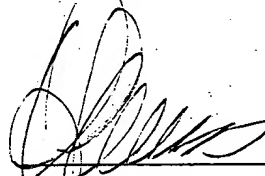
In the event any variance exists between the amount enclosed and the Patent Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: August 19, 2004

By:



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OAF/sdw

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

SUBSTITUTE FOR FORM 1449A/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Application Number	09/000,291 988,291
				Filing Date	November 19, 2001
				First Named Inventor	Michael ROTHMAN et al.
				Art Unit	3624
				Examiner Name	G. Akers
Sheet	1	of	1	Attorney Docket Number	47004.000180

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

NON-PATENT LITERATURE DOCUMENTS

		Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION	
*Examiner Initials	Cite No.		YES	NO
	2.	CRAIG STEDMAN, Computerworld, Vol. 32, No. 16, pp. 20, April 20, 1998, "Utilities, telcos seek marketing edge, Abstract		
	3.	The Customer Interaction Specialist, Salesforce Automation/Customer Relationship Management, Computer Telephony Solutions, printed 5/25/1999, 2 pages		

EXAMINER SIGNATURE	DATE CONSIDERED
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.